

**Amendments to the Claims:**

This Listing of Claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

Claims 1-19 (canceled).

20. (new) A search system comprising:
  - a plurality of first transmitters, each for transmitting unique information related to contents of a program through a channel associated with that transmitter;
  - a first receiver for receiving the unique information related to the contents of the program transmitted through a predetermined channel, the receiver coupled to a search requesting device for sending a search request of the unique information transmitted through a channel other than the predetermined channel; and
  - a searching system including
    - a second receiver for receiving the unique information transmitted by the plurality of transmitters through the respective channels and storing such unique information in a storage device;
    - a connection to enable retrieval of data from a data broadcasting service;
    - a searching device coupled to the storage system for searching the storage system and the data from the data broadcasting service in response to receipt of a search request; and
    - a second transmitter for transmitting information to the first receiver in response to the search request, such information including information from the data broadcasting service.

21. (new) A search system as in claim 20 wherein the first receiver displays search screen information transmitted by the second transmitter to thereby facilitate search requests from the first receiver.

22. (new) A search system as in claim 20 wherein the first receiver includes storage for storing a history of the unique information received and a system for transferring that history upon request.

23. (new) A search system as in claim 20 wherein the unique information includes program guide information about the contents of the programs.

24. (new) A search system as in claim 20 wherein the request from the search requesting device and the transmission of the second transmitter are conducted through a telephone line.

25. (new) A search system as in claim 20 wherein the request from the search requesting device and the transmission of the second transmitter are conducted through a communication network.

26. (new) A search system as in claim 20 wherein the searching system further includes an accounting system for collecting charge information payable based upon the searching requested.

27. (new) A search system as in claim 20 further comprising a trend information collecting system for collecting viewer trend information based upon the search requests.

28. (new) A search system comprising:  
a plurality of transmitting apparatuses, each having a transmitter for transmitting unique information in relation to contents of a program through a channel for exclusive use thereof;  
a receiving apparatus including a first receiver for receiving the unique information dependent upon contents of the programs transmitted, and a search requesting device for requesting a search on the unique information transmitted through a channel other than that predetermined channel; and  
a search apparatus including  
a second receiver for receiving the unique information;

a storage for storing all station electronic program guide information of the programs and channels and for storing service guide information about data broadcasting services for the channels;

a connection to enable retrieval of information of data from a data broadcasting service;

a searching system for searching the storage upon receiving a request for a search from the receiving apparatus, and a sending device for sending the content retrieved in response to the search request, such content including information from the data broadcasting service.

29. (new) A search apparatus for receiving transmissions from a plurality of transmitters, each transmitting unique information about contents of a program through a channel associated with that transmitter, and for accepting a search request from a receiving apparatus comprising:

a receiver for receiving the unique information about the contents of the programs transmitted through the channels;

storage for storing electronic program guide information and service guide information of all of the plurality of transmitters;

a connection to enable retrieval of information from a data broadcasting service;

a search system for searching the unique information stored in the storage receipt of a search request; and

a transmitter for transmitting content retrieved in response to the search request to the receiving apparatus, such content including information from the data broadcasting service.